



region, market

All

customer

All

category, product, di...

All

2018

2019

2020

2021

2022  
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs  
Target

₹ 3.74bn✓

BM: 823.85M

(+353.5%)

Net Sales

38.08%✓

BM: 36.49%

(+4.37%)

Gross Margin%

-13.98%!

BM: -6.63% (-110.79%)

Net Profit %

81.17%✓

BM: 80.21% (+1.2%)

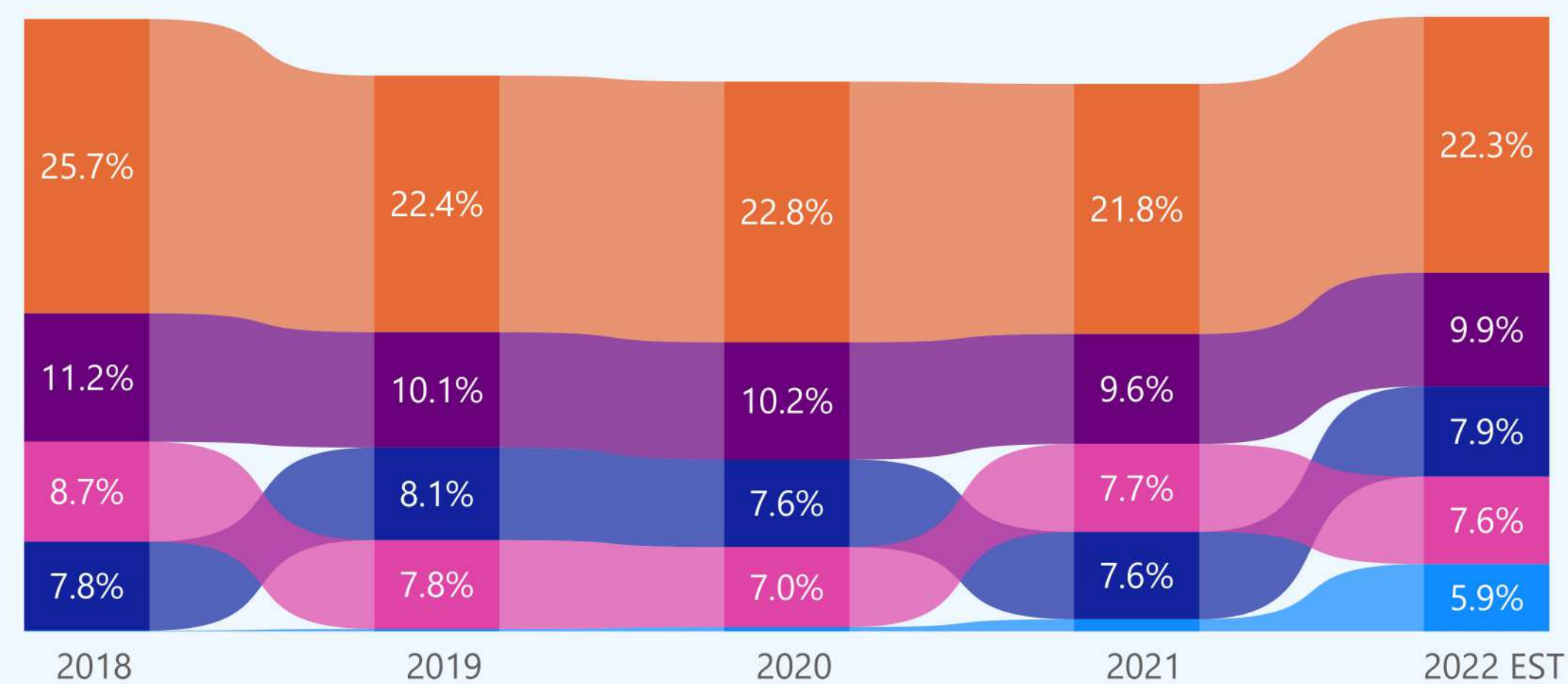
Forecast Accuracy

## Key Insights By Sub Zone

Sub zone	NS	RC%	GM %	Atliq MS%	Net Profit %	Net Error %	Risk
NA	₹ 1,022.09M	27.36%	▲ 44.97%	4.87%	-14.22%	14.35%	EI
India	₹ 945.34M	25.30%	▲ 35.75%	13.26%	-22.99%	-24.37%	OOS
ROA	₹ 788.66M	21.11%	▲ 34.19%	8.32%	-6.32%	-4.56%	OOS
NE	₹ 457.71M	12.25%	▲ 32.80%	6.80%	-18.09%	-4.56%	OOS
SE	₹ 317.78M	8.51%	▲ 37.03%	16.40%	-4.00%	-55.47%	OOS
ANZ	₹ 189.78M	5.08%	▲ 43.50%	1.36%	-7.39%	-37.61%	OOS
LATAM	₹ 14.82M	0.40%	▲ 35.02%	0.28%	-2.95%	3.37%	EI
Total	₹ 3,736.17M	100.00%	38.08%	5.87%	-13.98%	-9.48%	OOS

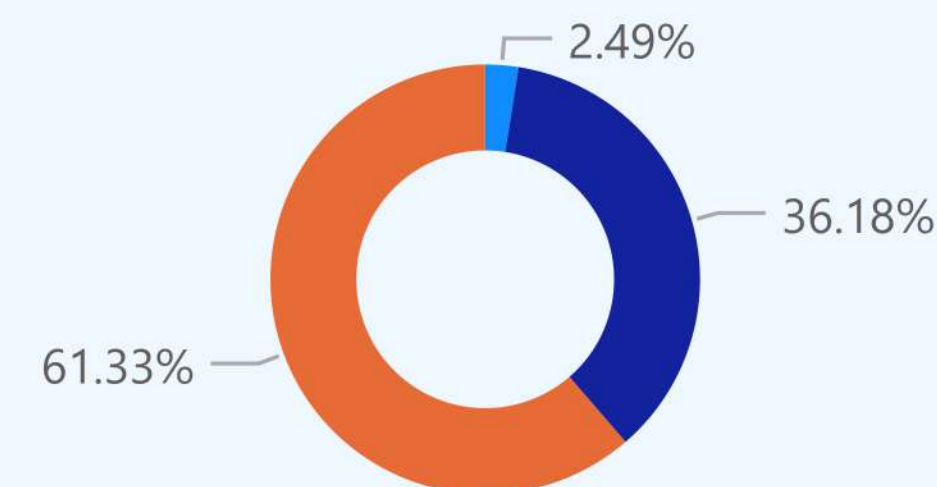
## PC Market Share % by Year

manufacturer atliq bp dale innovo pacer



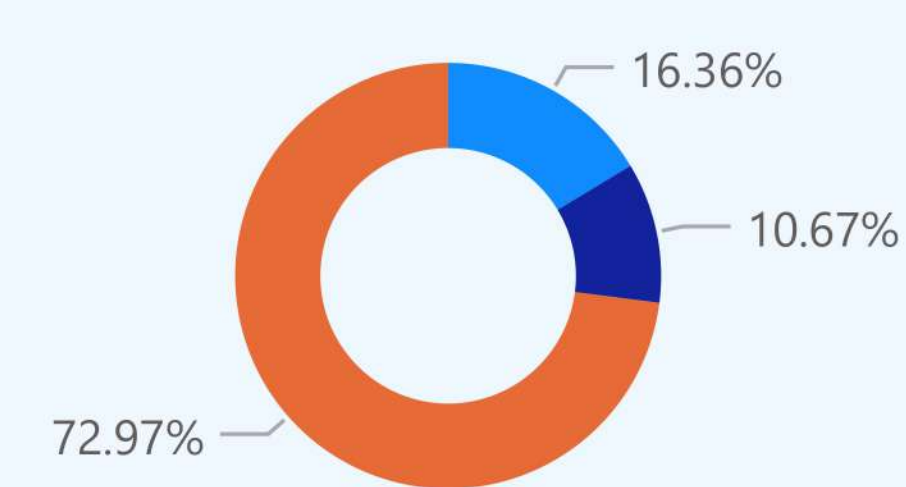
## Revenue by Division

N &amp; S P &amp; A PC



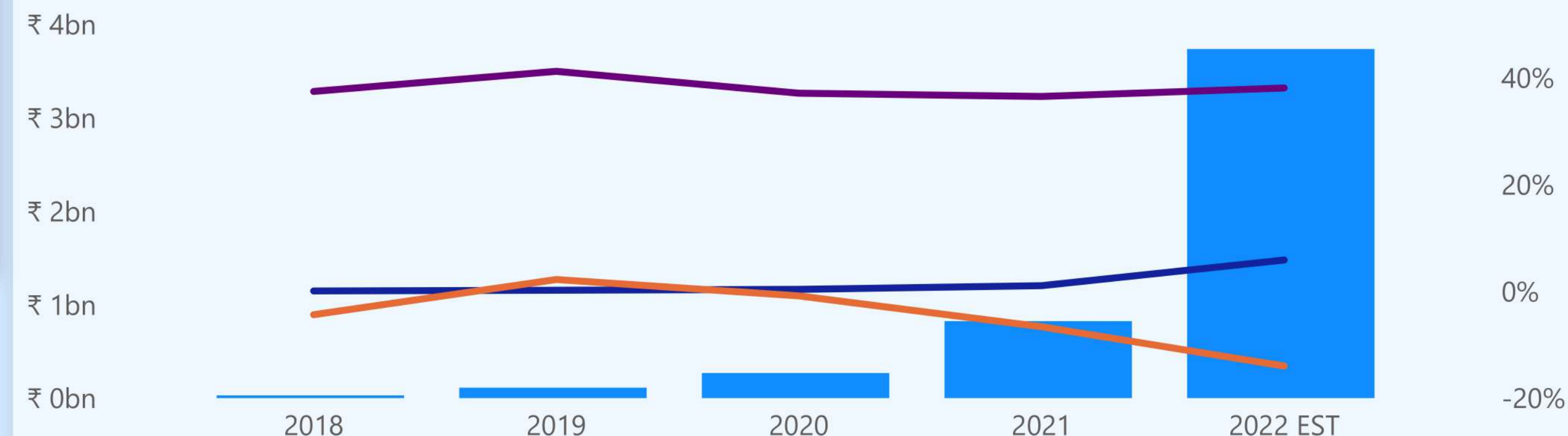
## Revenue by Channel

Direct Distributor Retailer



## Yearly Trend of Net Sales, GM%,NP% and Market Share%

NS Atliq MS% Net Profit % GM %



## Top 5 Products By Customer

customer	RC%	GM %
AltiQ Exclusive	8.22%	47.22%
Amazon	13.30%	36.78%
Atliq e Store	8.14%	36.88%
Flipkart	3.71%	42.14%
Sage	3.42%	31.53%

## Top 5 Products By Net Sales

product	RC%	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ Smash 1	3.81%	37.43%
AQ Smash 2	4.13%	37.40%